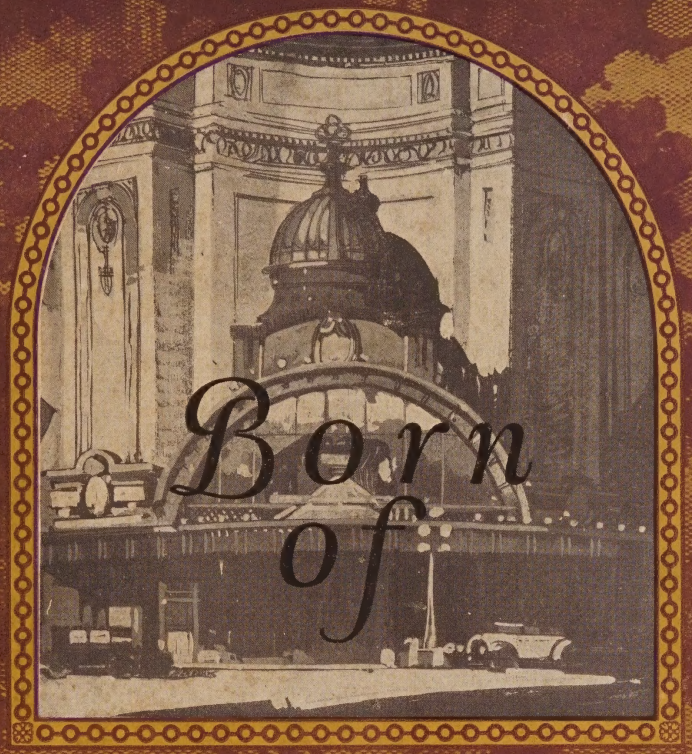
The WINNER GROUP

SEPT. 1925
TO
SEPT. 1926

The
WINNER GROUP
SEPT. 1925
TO
SEPT. 1926

FIRST
NATIONAL
PICTURES



Born of Performance

The WINNER GROUP

FIRST NATIONAL PICTURES

Performance

"A thing done, accomplished or carried through, an achievement."

AND there in a nutshell is the gist of the whole FIRST NATIONAL common sense policy of administration. There in a very few words is the goal towards which all operations in the construction of pictures is directed.

PERFORMANCE!

Build them to please, but build them to make money at any box office.

Build them with variety—build them from the best stories possible to obtain and give them into the best hands to make them for the screen.

Give them punch and beauty—and give them additional drawing power value with the biggest stars and supporting casts.

PERFORMANCE!

The last word in determining Leadership.

First National Pictures

AT the beginning of 1924 we made it known to all that the end of the year would find FIRST NATIONAL, as usual, leading the field.

At the start of this year we also told you FIRST NATIONAL would be found again holding the leading position.

And we told you we would rest our claims on the actual results our pictures would show—we would bank all our statements on PERFORMANCE.

We declared we knew the pictures FIRST NATIONAL would release in 1924 and 1925 would outstrip the earning power for exhibitors of those to be released by any other company. That upon PERFORMANCE and PERFORMANCE alone we would depend for the final decision. Fair enough, we should say.

Our faith in our product, our organization, was not misplaced.

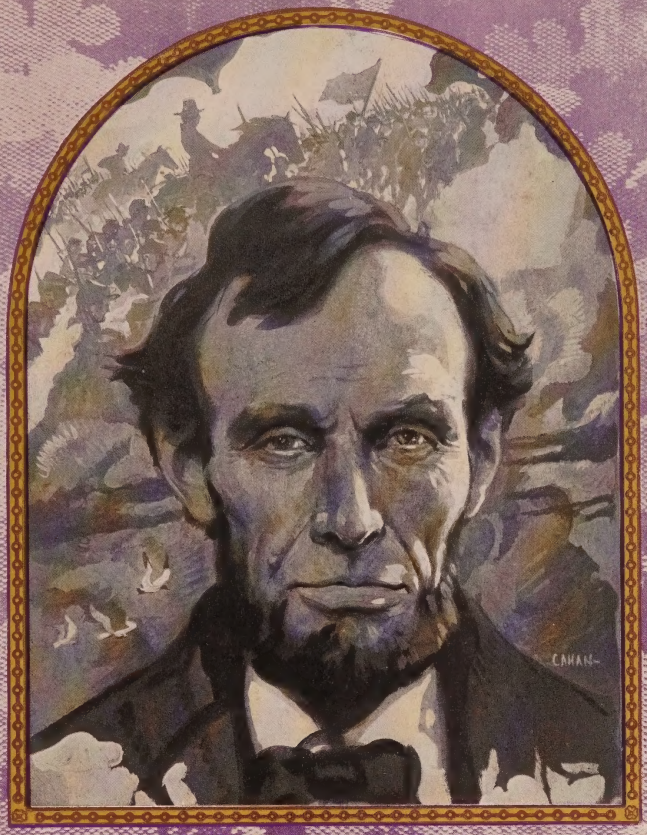
PERFORMANCE DID TELL THE STORY AND PROVED AGAIN THAT THE FIRST NATIONAL SLOGAN —"MAKE FIRST NATIONAL PICTURES THE BACKBONE SERVICE OF YOUR THEATRE" — is advice which, if followed, means big profits.

First National Pictures

THE great series of FIRST NATIONAL pictures of 1924 and 1925 were collected into two noteworthy groups. The first was known as The Pacemaker Group and they certainly were Pacemakers.

As they came into exhibitors' hands it was soon seen that if FIRST NATIONAL could keep on turning out such a consistency of money-makers they would mark 1924 as one of the greatest years in the history of the business by establishing a record for the biggest group of product ever released by any one company.

FIRST NATIONAL PICTURES



IN this group were found such pictures as "Tarnish," "Potash and Perlmutter in Hollywood," "Husbands and Lovers," "The Silent Watcher," "Her Night of Romance," "Classmates," "Love's Wilderness," "The Only Woman," "So Big," "As Man Desires," and others of such type.

And the year was particularly remembered for those three great FIRST NATIONAL SPECIALS, Frank Lloyd's "The Sea Hawk," Al and Ray Rockett's "Abraham Lincoln," and Norma Talmadge's "Secrets."

FIRST NATIONAL PICTURES

WHEN the next group began proving their worth at the box office, it was plainly to be seen that FIRST NATIONAL was not only keeping up, but they were going ahead with the big time value of their product as shown in the previous group and were again establishing with The Leader Group another new standard for the industry to follow.

FIRST NATIONAL PICTURES

THIS group with "A Thief in Paradise," "If I Marry Again," "Her Husband's Secret," "Enticement," "New Toys," "Sally," "Declasse," "One Way Street," "Chickie," "The Heart of a Siren," "Learning to Love," and others including those three great specials "Quo Vadis," "The Lost World," and Norma Talmadge's "The Lady," firmly established the fact that FIRST NATIONAL PICTURES are the most dependable product the industry offers.

FIRST NATIONAL PICTURES

And so, out of
PERFORMANCE comes

The
WINNER GROUP

THE outgrowth of actual results—the product born of money making picture building success.

Out of study and experience comes a group of pictures that speak for themselves—a group the greatness of which as a unit has never been equalled before in this business.

And once again do we say put your faith in FIRST NATIONAL—once again do we tell you that if you want to see a steady profit pour into your box office window, book

First National Pictures

And once again we pin
our faith on old man

PERFORMANCE

Once again do we call your attention to what FIRST NATIONAL PICTURES have shown in the way of PERFORMANCE—how their consistency in earning power has placed them at the top of the list for the year's best pullers.

Once again do we promise you big ones—consistent big ones—pictures so powerful in public appeal values that they will surpass those ever released this coming season or any season past by this or any other company.

The peak—the highest point yet reached in picture production.

"THE
WINNER GROUP"

First National Pictures

FIRST NATIONAL PICTURES

"THE ROSE OF MONTEREY"

Another great Frank Lloyd production

A STORY of the days when undeveloped California was the bone of contention between Mexico and the United States. The father of Pepita owned a grant of land of immense value—and he fights to keep California under the dominion of Mexico. David Carson, American ranch owner, is active in a movement to bring California under the Stars and Stripes. The love affair of Pepita and David and how their love proved an instrument through which California was secured by the United States, makes this story colorful in romance and adventure.

From the story by Eugene Woodward and Minna Smith.

Presented by Frank Lloyd Productions, Inc.

FIRST NATIONAL PICTURES

"OUT OF THE RUINS"

Presented by Frank Lloyd Productions, Inc.

SIR PHILIP GIBBS, internationally famous war correspondent, lecturer and novelist, has written a startling romantic tale laid in France previous to and following the war. It tells of the love of Yvonne, a little French girl, and Bertram Gavandan, war hero, who through love of Yvonne is branded as a deserter and supposedly shot. His startling reappearance and the rapid rush of events toward a climax have made this story one of the most unusual of all after-the-war fiction. To be a Frank Lloyd Production.

FIRST NATIONAL PICTURES

CONSTANCE TALMADGE

"EAST OF THE SETTING SUN"

A SEQUEL to "Graustark" and "Beverley of Graustark" by George Barr McCutcheon, in which Constance Talmadge will star. A Saturday Evening Post story of an American newspaper correspondent who marries a mysterious young lady in order to aid her to escape from Hungary. He later locates her in Graustark, finding she is a member of the royal family and still legally his wife.

Presented by Joseph M. Schenck

FIRST NATIONAL PICTURES

RICHARD BARTHELMESS
in
"SHORE LEAVE"

THIS successful play by Hubert Osborne, produced by David Belasco, will serve as a vehicle for Richard Barthelmess. A stirring drama of the sea and a boy who followed it. A splendid story with unusual atmosphere, and fascinating characterizations. Above all it contains a role for Barthlemess that will be called one of his outstanding performances.

A John S. Robertson Production
Presented by Inspiration Pictures, Inc.

FIRST NATIONAL PICTURES

COLLEEN MOORE

in

"CLARISSA AND THE POST ROAD"

A Saturday Evening Post story by Grace Sartwell Mason in which Colleen Moore will star. A young girl who starts a lunch wagon on a popular automobile highway and a truckman who becomes one of her regular patrons are the principals. Their romance and the revelation that the truckman is really a member of an aristocratic family who is building up his own business, is filled with many delightful situations and surprises.

FIRST NATIONAL PICTURES

COLLEEN MOORE

in

"DON JUAN'S THREE NIGHTS"

A COMEDY drama, centering around a great tenor, the idol of women, who, instead of responding to the overtures of an infatuated young girl, treats her as a child and appoints himself her guardian. He guides her to ideal womanhood and finds a husband for her, only to find himself in the role of lover.

It is a most unique and interesting story, and one that offers great possibilities for Miss Moore.

FIRST NATIONAL PICTURES

COLLEEN MOORE

in

"JOSEPH GREER AND HIS DAUGHTER"

A NOVEL by Henry Kitchell Webster in which Colleen Moore will star. The drama of a middle aged man of violent emotion and primitive likes and dislikes and his daughter—whose temperamental make-up is similar to her father's. Their efforts to overcome misunderstandings and distrust and their final happiness makes this one of the most unusual novels of many months. The background is New York, Chicago and California.

FIRST NATIONAL PICTURES

Corinne Griffith Productions, Inc., Presents

CORINNE GRIFFITH

in

"CLASSIFIED"

EDNA FERBER, author of "So Big," has taken as the heroine of this new story a middle class New York girl, who has a horror of settling down to a hum-drum existence as the wife of a small wage earner. But theories as well as kingdoms are upset by the arts of Cupid and the heroine of "Classified" is led to the altar by a $40 a week clerk and starts housekeeping in Harlem.

This story first appeared in Cosmopolitan magazine.

FIRST NATIONAL PICTURES

Corinne Griffith Productions, Inc., presents

CORINNE GRIFFITH

in

"FOREVER AFTER"

A SCREEN adaptation of the successful stage play by Owen Davis. An interesting drama of small town life revolving around the problems of a poor boy in love with the richest girl in the town, and his struggles to remove the barrier of wealth which constantly stands between them. A realistic war background in some parts of the picture. One of the most sympathetic roles Corinne Griffith has ever had.

FIRST NATIONAL PICTURES

Corinne Griffith Productions, Inc., presents

CORINNE GRIFFITH

in

"ASHES"

IN which Miss Griffith will assume the role made famous by Florence Reed on the stage. A strong story of a woman's search for happiness, moving against a luxurious and fascinating background. Adapted from the play by Reginald Goode.

FIRST NATIONAL PICTURES

FROM the few productions listed so far the exhibitor can see that FIRST NATIONAL, which earned its claim to leadership in the past, is not speaking idly when it states that this leadership will be proved again and strengthened in the remarkable assemblage of entertainment known as the Winner Group.

Were there to be no more than the pictures already mentioned the exhibitor would be assured of a strong group of money-makers. But the Winner Group will contain from 50 to 60 pictures, and not one of them will drop from that standard—the only standard First National will admit—the ability of each individual picture to *draw* and

First National Pictures

FIRST NATIONAL PICTURES

draw big on its individual merits.

Organization and experience—from the time of selecting a story to its final editing — these cannot fail to count in the supreme effort to make pictures that will be winners. And behind every picture in the Winner Group there is organization that has yet to find an equal; there is the experience of First National's phenomenal success in the past. The First National policy of production administration cannot fail in its objective. It has been, it is today, and it will be in the Winner Group, demonstrated in the PERFORMANCE of First National Pictures.

First National Pictures

FIRST NATIONAL PICTURES

MILTON SILLS
in
"THE COMEBACK"

FROM the story by M. D. C. Crawford. Milton Sills in the role of a young prize-fighter, who, influenced by the love of a girl, leaves the ring for a venture in the lumber business in Maine. A wonderful he-man role for Milton Sills, crowded with every opportunity for this star to display the abilities that the fans of the country love to see.

An Earl J. Hudson Production

FIRST NATIONAL PICTURES

"THE UNGUARDED HOUR"

A Saturday Evening Post serial by Margaretta Tuttle showing the follies and the fascination of the modern American Girl. It vindicates her in the freedom she enjoys in her relationships with men, and shows her as a delectable combination of virtue and sophistication with a fascination unrivalled by the women of any other nation.

FIRST NATIONAL PICTURES

"BED AND BOARD"

A STORY by Lenore Coffee in which Doris Kenyon will play under the supervision of Earl Hudson. The story of a dissatisfied wife who feels that despite woman's long struggle for emancipation, the modern wife is almost as much a slave to her husband as a cloistered inmate of a Turkish harem. She rebels. But after a series of most interesting experiences she realizes that her bondage exists chiefly in her own mind.

FIRST NATIONAL PICTURES

"THE LADY WHO PLAYED FIDELE"

THIS Red Book story of Gerald Beaumont's is a strong and powerful romantic drama concerning a great love that lasted the length of a life time, a love lost in youth to be regained again only after twenty years had elapsed. Doris Kenyon to be seen in the leading role of this E. J. Hudson production.

FIRST NATIONAL PICTURES

THE BOSS OF LITTLE ARCADY

A STORY of a typical American small town and the most lovable character in it—the kindly old lawyer whose only fault is his fondness for his bottle. How the efforts of the citizens to drive him from town act as a boomerang and how the old man is finally elected mayor, make this an exceedingly interesting comedy drama. A strong love story adds to the suspense.

An Earl J. Hudson Production

FIRST NATIONAL PICTURES

"A HUSBAND FOR GEORGE-ANNE"

From the story by Hazel Christie MacDonald

THE story of George-Anne, a beautiful girl who does everything so well that men are afraid of her and she seems destined to the "old maids' home." She decides to adopt the role of a flippant flapper and become the kind of a girl she thinks men want. The complications that ensue result in a delightful comedy drama of small town and New York life.

FIRST NATIONAL PICTURES

CAREERS

THE lure of the Orient—the woman's place in her husband's career—and the baffling mystery resulting from the murder of the Colonial president——

These are the ingredients that go to make a story of unusual interest in "Karriere" (Careers) the European drama by Alfred Schirokauer and Paul Rosenhayn, which has been bought for early production.

FIRST NATIONAL PICTURES

"PARADISE"

A CURRENT novel by Cosmo Hamilton, one of the most popular of present day writers of society dramas. "Paradise" is a vivid story of English society which moves against a luxurious and fascinating background. Production will be supervised by June Mathis.

FIRST NATIONAL PICTURES

FIRST NATIONAL'S NEW SPECIALS

AND just as FIRST NATIONAL, in the past two years, supplied not only a steady supply of consistent box office hits, but also made available to exhibitors specials which made history and shattered records in leading theatres throughout the land, so in the forthcoming season of 1925-1926 there will reach the industry from First National seven super productions.

First National specials in the past—"The Sea Hawk", "Abraham Lincoln", "Secrets" in 1924 and "The Lost World", "Quo Vadis" and "The Lady" in 1925—have set a precedent that only the most wholehearted effort and greatest ability in production can equal. Yet the specials of 1925-26 are designed to equal and exceed the specials of the past; to contain the elements of box office success so surely and so strongly that they will stand alone as money makers; and to force their titles upon

First National Pictures

the year's roll of honor, not only as commercial successes, but as artistic triumphs as well.

There will be no bigger pictures on the market during the coming season than First National's specials. They will be built upon a solid foundation of story values, made strong by the presence of stars and casts whose names are the greatest box office magnets the industry can offer, and designed and finished by men who have proven in the past their ability to create not only a good and successful picture, but one that towers as supreme entertainment.

A First National special in the past has meant to exhibitors throughout the land an entertainment treat that adds not only to the success of the theatre, but to its prestige and good standing as well. First National's specials for the coming year will not fall from this standard. They will be the best that the motion picture can offer.

First National Pictures

FIRST NATIONAL PICTURES

NORMA TALMADGE
in
"GRAUSTARK"

ONE of the permanent "best sellers", George Barr McCutcheon's novel of a mythical European principality, with its pomp and royalty, makes an admirable vehicle for Norma Talmadge. The story of a wealthy young American who falls in love with a girl from Graustark and then later discovers that she is Princess Yetive, its ruler. Their marriage takes place only after the most startling series of adventures.

Dimitri Buchowitzki will direct. The scenario is by Frances Marion.

Presented by Joseph M. Schenck

First National Pictures

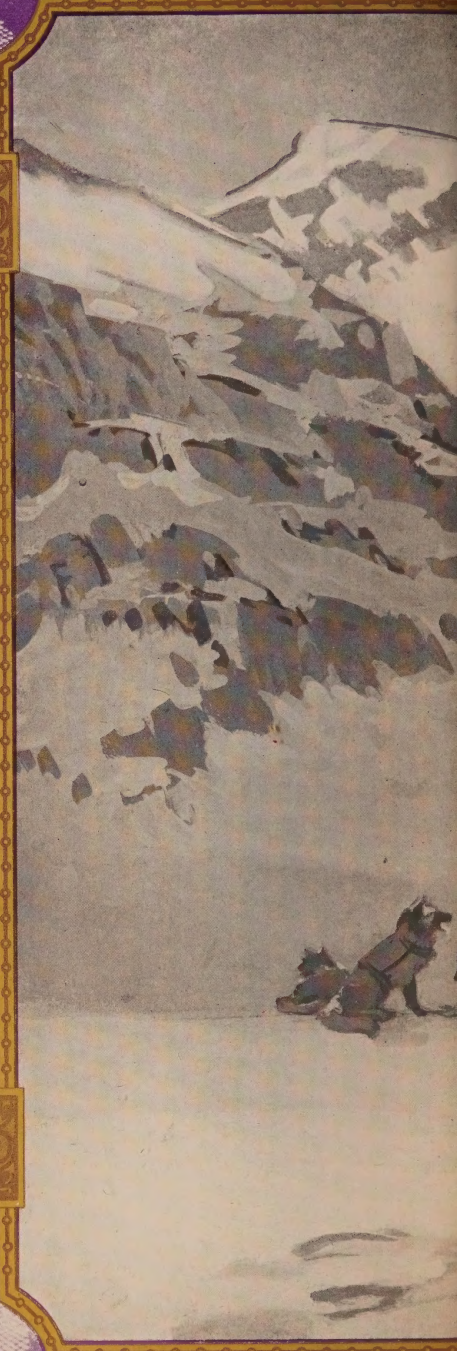
"WINDS OF CHANCE"

Presented by Frank Lloyd Productions, Inc.

ONE of the most virile and fascinating stories that Rex Beach ever wrote. Under the directorial genius of Frank Lloyd it promises to be transferred to the screen as a gigantic epic of one of America's most stirring periods—the gold rush to the Klondike. Its story traces the trials of one man who faced the Klondike alone, without friends or money, and tells how he, despite all obstacles, won the long, stern race for gold and with it —romance.

This drama will be told against a scenic background which in itself will make "Winds of Chance" a memorable event in the world of motion pictures. It will be interpreted by a cast headed by Ben Lyon, Anna Q. Nilsson, Viola Dana, Hobart Bosworth, Tully Marshall and Claude Gillingwater. The scenario is by J. G. Hawks, who adapted "The Sea Hawk" to the screen.

First National Pictures



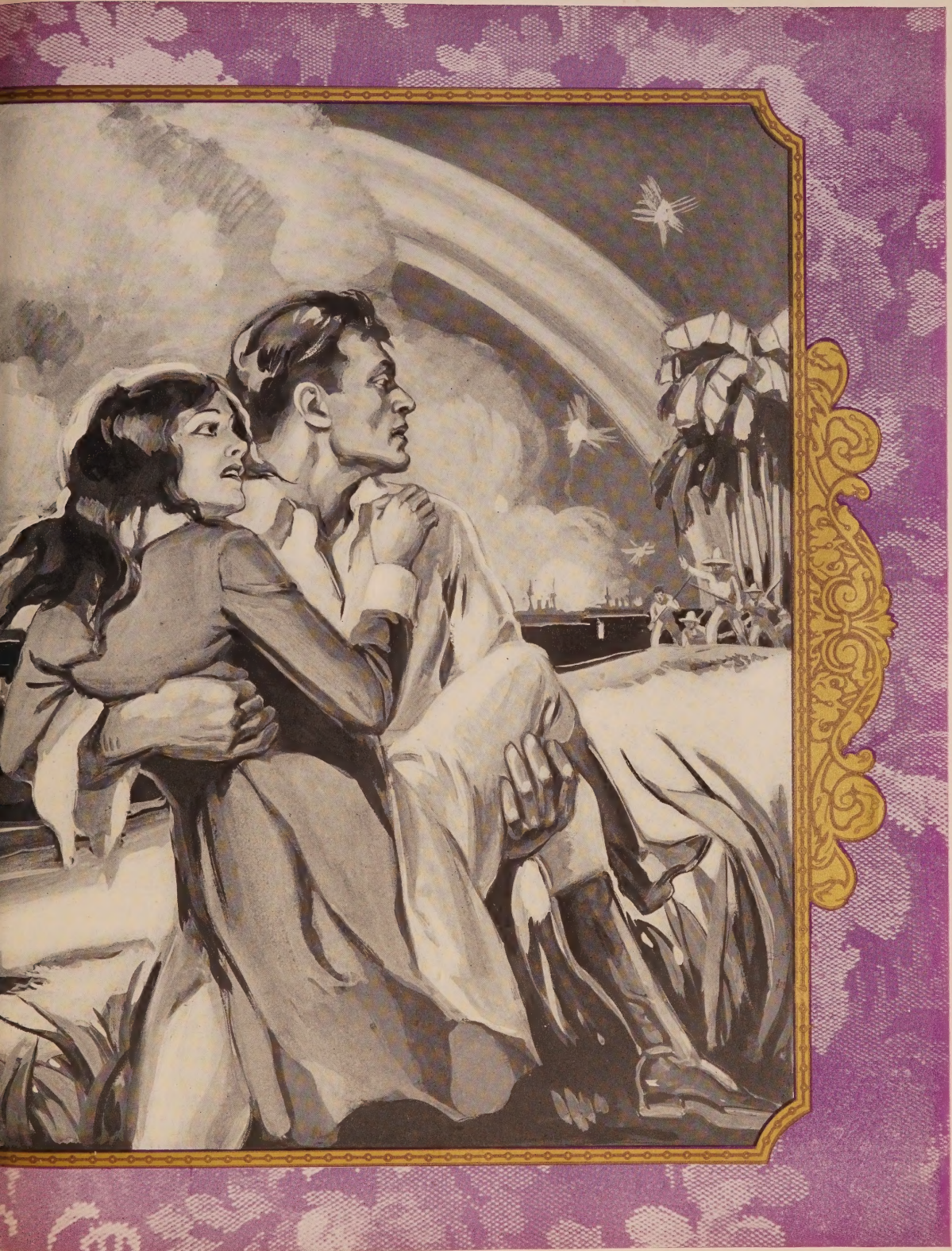
RAINBOW'S END

Presented by Frank Lloyd Productions, Inc.

REX Beach's stories are always vivid, real, inspiring. In "Rainbow's End" he has written a novel of adventure, or romance, against the background of Mexico.

In the hands of Frank Lloyd, maker of specials for First National, this novel will grow into a titanic story of a strange adventure, of a man who prepares to spend his life in the search for lost gold, and of a girl who waits for his love. Lloyd's record proves that he is a master in the making of adventure stories. He has never had a better story to work with than "Rainbow's End."

First National Pictures



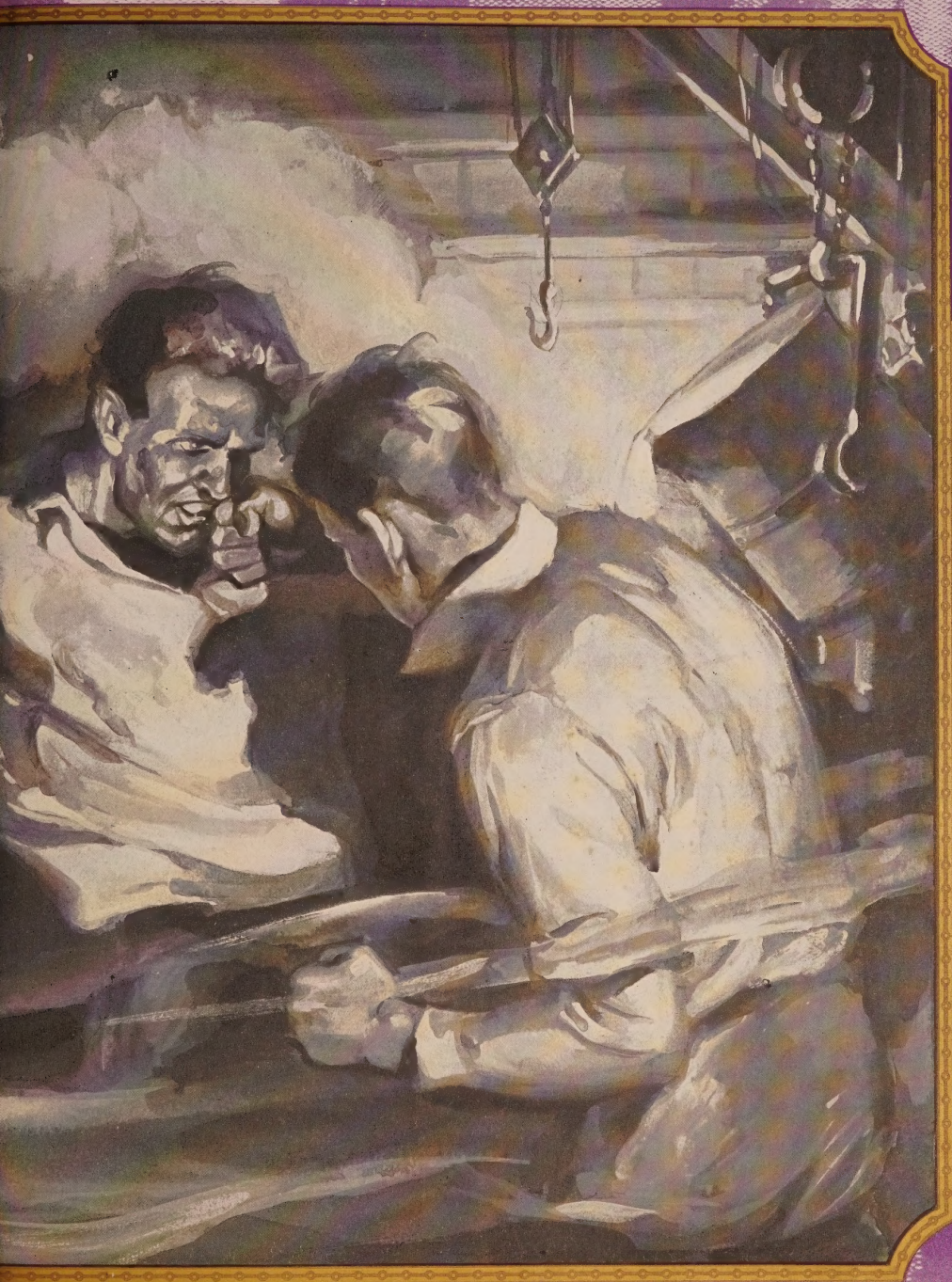
MEN OF STEEL

Supervision of Earl Hudson

SELECTED for picture production from the Saturday Evening Post story "United States Flavor" by R. G. Kirk because of its momentous opportunity for visualizing the growth of a gigantic industry along with a story of unfailing action and romance. The Goliaths of the steel world have been built up from men like Peter Carlock, who married Nadia, daughter of a Hungarian laborer, and then worked, fought and sweated his way to the top rung of the ladder.

The same box office supervision that made "The Lost World," will be given "Men of Steel," which will be produced under the personal supervision of Earl Hudson and with a cast headed by Milton Sills and Doris Kenyon. Actual scenes from some of America's mammoth steel plants will feature in the production.

First National Pictures



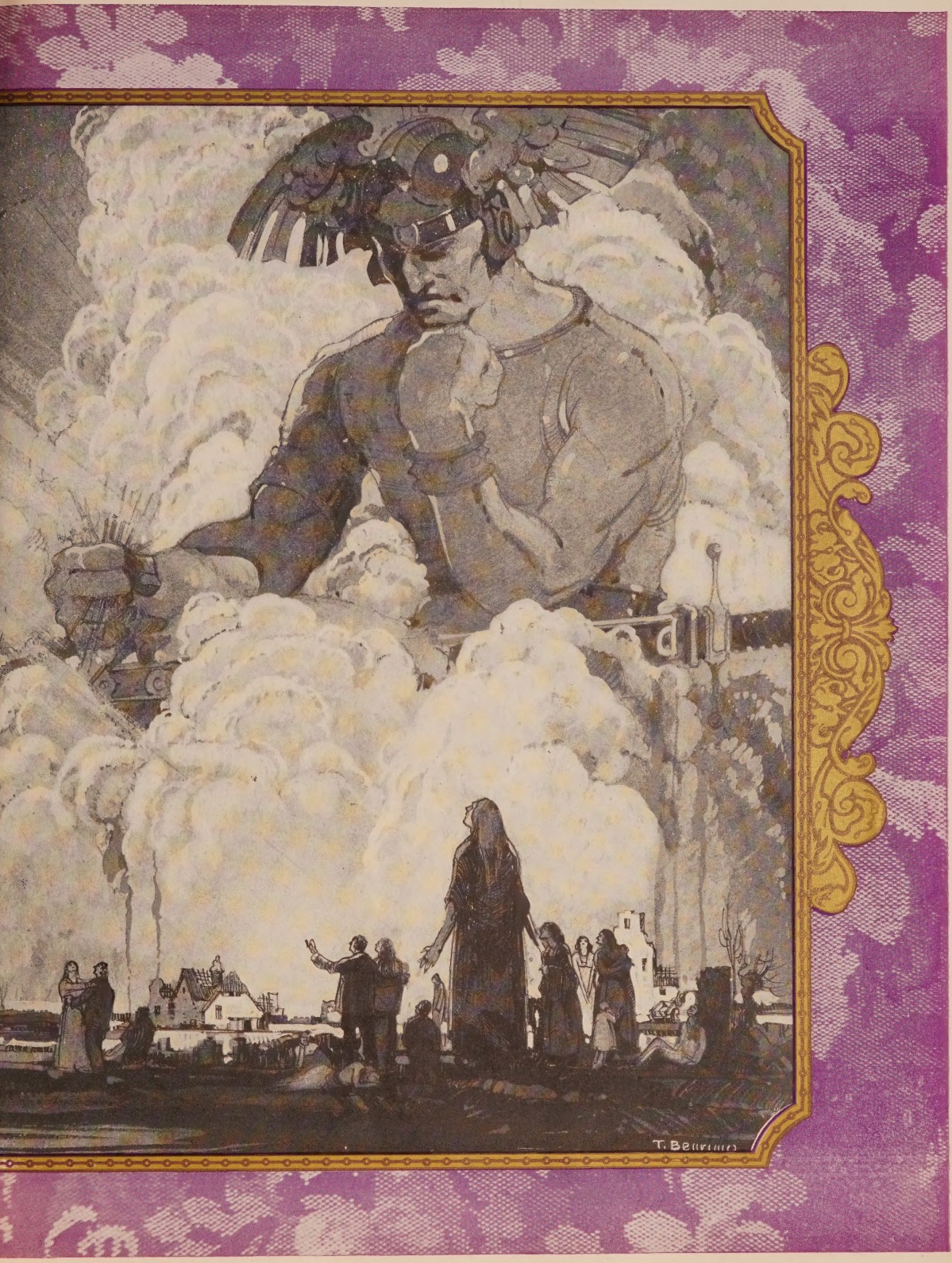
VIENNESE MEDLEY

Supervision of June Mathis

THE after-the-war cataclysm of the former pleasure loving city of Vienna, done in a human but spectacularly dramatic manner, is the theme of Edith O'Shaughnessy's "The Viennese Medley." The story of the outcast daughter of an upper class Viennese family who returns in the city's darkest days to retrieve the stricken family and justify her own faith in love and the right of feminine self expression.

This is a vivid portrayal of big moments and events —a big picture story in every sense of the word and one that will be treated as such under the supervision of June Mathis and by a cast headed by Anna Q. Nilsson.

First National Pictures


T. Bellairs

COLLEEN MOORE

in

"IRENE"

BROADWAY'S most famous musical comedy of recent years will be made into a First National special with Colleen Moore in the role of the little New York girl, East Side bred, whose Irish wit and beauty are always dominant in her struggle toward fame and happiness.

After her tremendous success in "Sally", First National will bend every effort to make "Irene" the greatest picture of her career. With every facility for a tremendous production behind her, this nationally-known and beloved story of the tenements and the luxurious modiste shops will become one of the most fascinating screen entertainments of the year.

First National Pictures

"THE SPLENDID ROAD"

Presented by Frank Lloyd Productions, Inc.

A PICTURESQUE story of the West following the gold-rush days (1850-1854). It contains the romance and the picturesqueness of incident and character which will make it the screen's outstanding story of the West. The central figure, a beautiful girl, resolved to play a man's role in a lawless pioneer country, provides a colorful character study.

Frank Lloyd will give this story an elaborate production against beautiful scenic backgrounds. The story, by Vingie E. Roe, one of the popular young authors of the country, was published first in magazine form and later as a novel.

First National Pictures

HOOD

Producers

MEN who have learned their trade; the very mention of whose names means confidence — such are First National's producers. You know that many of the pictures which have been big successes for you in the past have been inspired and produced by them. You know they learned through training and experience how to catch that elusive thing—the public favor; that they are building pictures not for themselves and not for their own glory, but for you and your box office.

They have proven their worth in dollars and cents. Their product in the Winner Group will prove it the more.

First National Pictures

A. H. Sawyer

Earl Hudson

M. C. Levee

E. M. Asher
June Mathis
Robert T. Kane
Frank Lloyd
Samuel Goldwyn
Joseph M. Schenck
Marion Fairfax

Directors

BEHIND each and every picture in the Winner Group will be an invisible force—a force driving on to success. First National directors are not only artists in dramatic construction—they are practical motion picture men with an intimate knowledge of those elements of audience appeal which result in big money for you.

The successful director of today is aiming at one thing only — your box office. It is men of this type who will be behind the Winner Group. A mental check-up will reveal that in the past they have produced money-makers. In making the Winner Group they will have every opportunity—stars, stories, casts and production facilities—to beat their own best records of the past.

First National Pictures

Lambert Hillyer

John Franci Dillon

Al Santell

Dimitri Buchowetzki
Phil Rosen
Sidney Franklin
Irving Cummings
Frank Lloyd
George Fitzmaurice
Edwin Carewe
John S. Robertson
Al Green
George Archainbaud
Robert Vignola

STARS

FIRST National's stars for the coming season are a galaxy that shine with gold. Their names alone are assurance for steady, consistent profit in any theatre of the land. Their personalities dominate the screen—and the box office. They are proven and tested winners—backed in this group of pictures by the greatest stories that money can buy and every production facility that the resources and brain-power of First National can assemble.

As tremendous as was their success in the past, the Winner Group will make First National's stars bigger than ever.

Norma Talmadge

Constance Talmadge

First National Pictures

Corinne Griffith

Milton Sills

Richard Barthelmess

Colleen Moore

Featured Players

THE players who will appear in the Winner Group—listed on this page—need no introduction to the exhibitor who buys carefully with an eye to the box office.

First of all, this imposing array guarantees that each picture will be perfectly acted and the entertainment value raised to the highest possible standard. Secondly, it assures a line-up at your box office—for each player has a definite following that will assert itself and result in sure profits.

These casts will be double guarantee to exhibitors—perfectly acted pictures with money-making players.

First National Pictures

Barbara La Marr

Lloyd Hughes

Dorothy Mackaill

Ronald Colman

Doris Kenyon
Conway Tearle
Warner Baxter
Lewis Stone
Robert Frazer
Anna Q. Nilsson
Myrtle Stedman
Mary Astor
Ben Lyon
Victor McLaglen
Charles Murray
Leon Errol

Performance

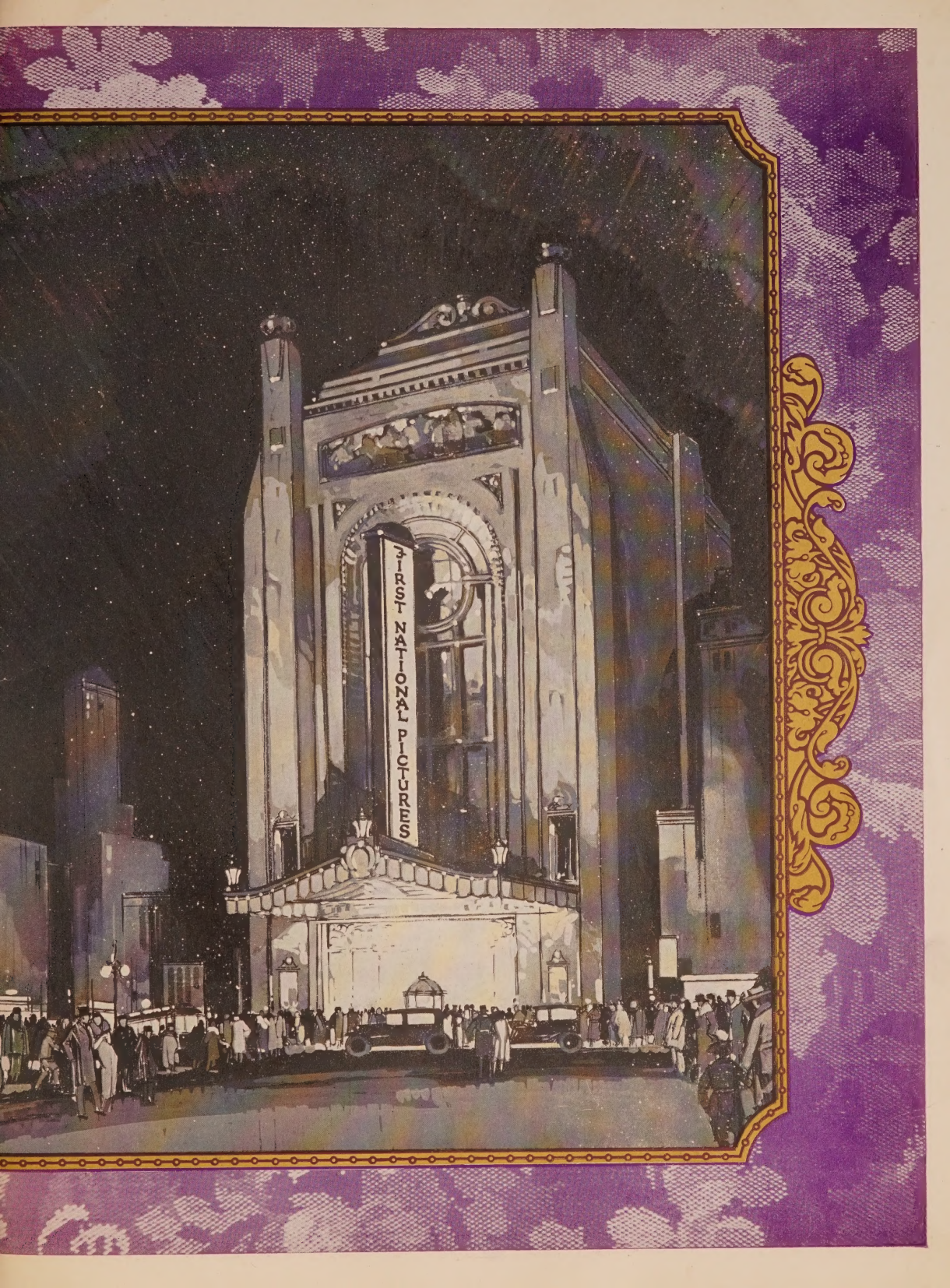
THE greatest guide to the booking of your backbone service is Performance.

Performance—not what they might do; but what they actually did, proved by the irrefutable logic of cold figures.

Upon Performance was based First National's claim to leadership in the past. Performance alone has justified this claim. And the continued leadership of First National will be built upon the Performance of the Winner Group.

Investigate Performance—then book on Performance. You'll be a 100% FIRST NATIONAL.

First National Pictures

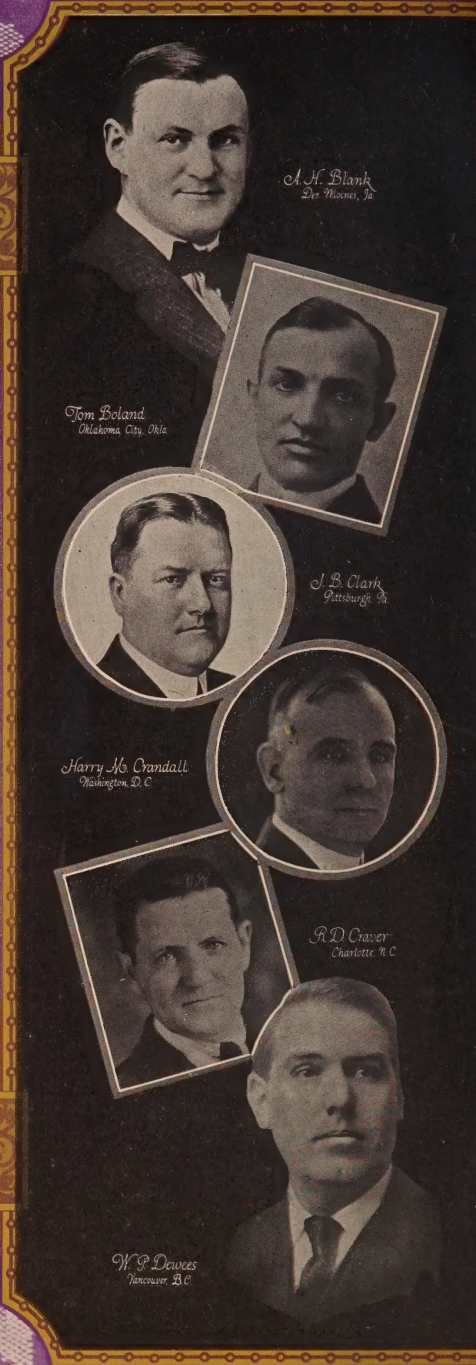

FIRST NATIONAL PICTURES

INCREASING THE VALUE OF "PERFORMANCE" FOR ALL

THE men shown on these pages represent the backbone of the exhibition field. Their theatres are the finest in the country and stand out in their respective territories as the last word in modern theatre management and organization.

FIRST NATIONAL pictures, in reaching the public eye through such channels, in receiving the benefit of the best showmanship judgment in presentation and in news-advertising and exploitation, naturally become of greater value to other exhibitors.

First National Pictures



Jacob Fabian
Paterson, N.J
Frank Terrandini
Richmond, Va.
M.L. Finkelstein
Minneapolis, Minn.
Nathan H. Gordon
Boston, Mass
H.T. Nolan
Denver, Colo
J.H. Kunsky
Detroit, Mich
Robert Lieber
Indianapolis, Ind
E. Mandelbaum
Cleveland, Ohio
Sol. Lesser
Los Angeles, Cal
Col. Fred. Levy
Louisville, Ky
Moe Mark
New York
John J. McGuirk
Stanley Co. of America
Philadelphia, Pa
Samuel Katz
Balaban & Katz
Chicago, Ill.
J.H. Ruben
Minneapolis, Minn
Spyrous Skouras
St. Louis, Mo
E.V. Richards Jr.
New Orleans, La
Thomas Saxe
Milwaukee, Wis
Ben Stapleton
Ottawa, Can.

THE Winner Group, comprising between fifty and sixty pictures, cannot fail to be the strongest box office line-up offered by any company during the coming season. It cannot fail because it has big stars of tremendous popularity which grows with every new picture; featured players of drawing power who will assure perfect interpretation of each and every story. The Winner Group's directors are men who have proven their ability to create money-getting product; and the producers are among the outstanding figures in the production world.

With this ability concentrated upon turning the finest stories the world of literature can offer into successful pictures, there can never be any doubt—the Winner Group will be the year's strongest box-office line-up.

First National Pictures

Fifty Pictures *and* Seven Big Specials

NORMA TALMADGE
in
"GRAUSTARK"

COLLEEN MOORE
in
"IRENE"

"WINDS OF CHANCE"
Frank Lloyd Productions, Inc.

"RAINBOW'S END"
Frank Lloyd Productions, Inc.

"THE SPLENDID ROAD"
Frank Lloyd Productions, Inc.

"MEN OF STEEL"
Under the supervision of Earl Hudson

"VIENNESE MEDLEY"
Under the supervision of
June Mathis

Producers

Joseph M. Schenck
Earl Hudson
Samuel Goldwyn
E. M. Ascher
M. C. Levee
A. H. Sawyer and
Herbert Lubin
June Mathis
Marion Fairfax
Robert Kane

Stars

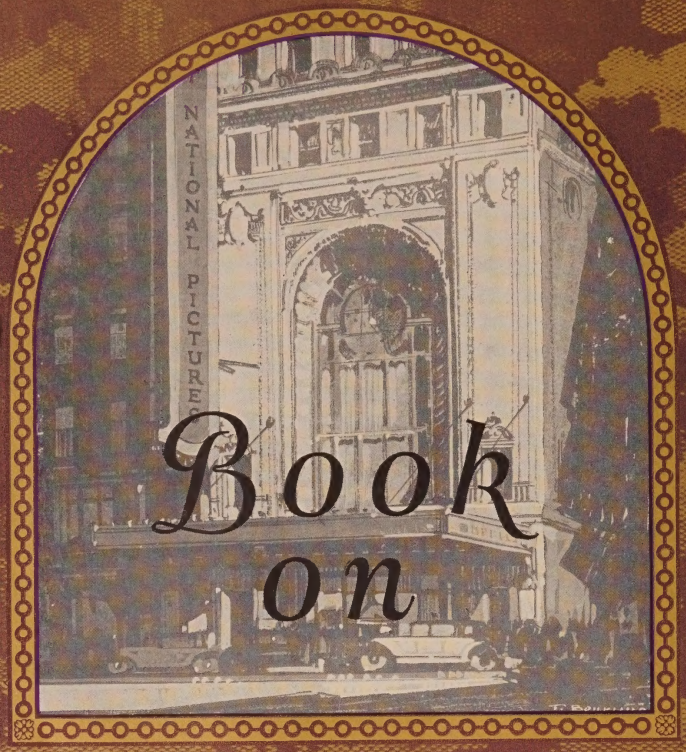
Norma Talmadge
Colleen Moore
Corinne Griffith
Constance Talmadge
Richard Barthelmess
Milton Sills

Featured Players

Doris Kenyon
Ben Lyon
Barbara La Marr
Conway Tearle
Anna Q. Nilsson
Lloyd Hughes
Leon Errol
Mary Astor
Ronald Colman
Dorothy Mackaill
Lewis Stone
Myrtle Stedman
Victor McLagen
Charles Murray
Warner Baxter
Robert Frazer

Directors

Frank Lloyd
John S. Robertson
George Fitzmaurice
John Francis Dillon
Edwin Carewe
Irving Cummings
Robert Vignola
Lambert Hillyer
Al Green
George Archainbaud
Sidney Franklin
Phil Rosen
Dimitri Buchowetzki
Al Santell



Book on Performance

The WINNER GROUP

FIRST NATIONAL PICTURES

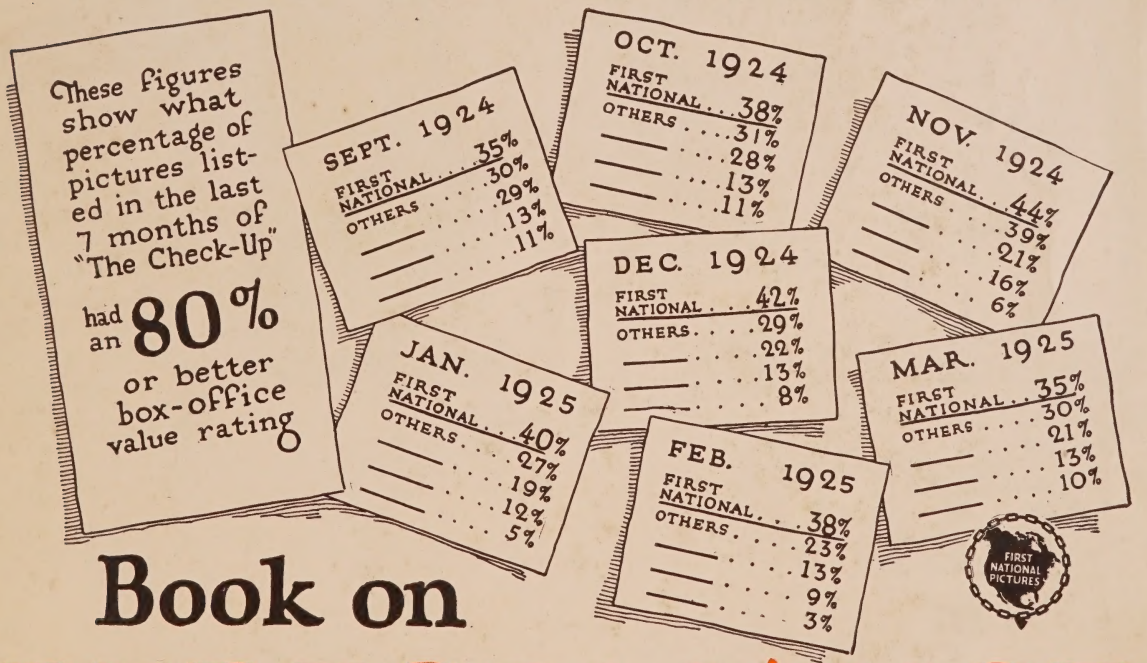
PRINTED BY FLEMING & REAVELY, INC., NEW YORK

You can't kid figures— so we'll let 'em talk!

Facts—not air. Actual PERFORMANCE—figures so conclusive they leave no room for doubt as to who has the best money making pictures.

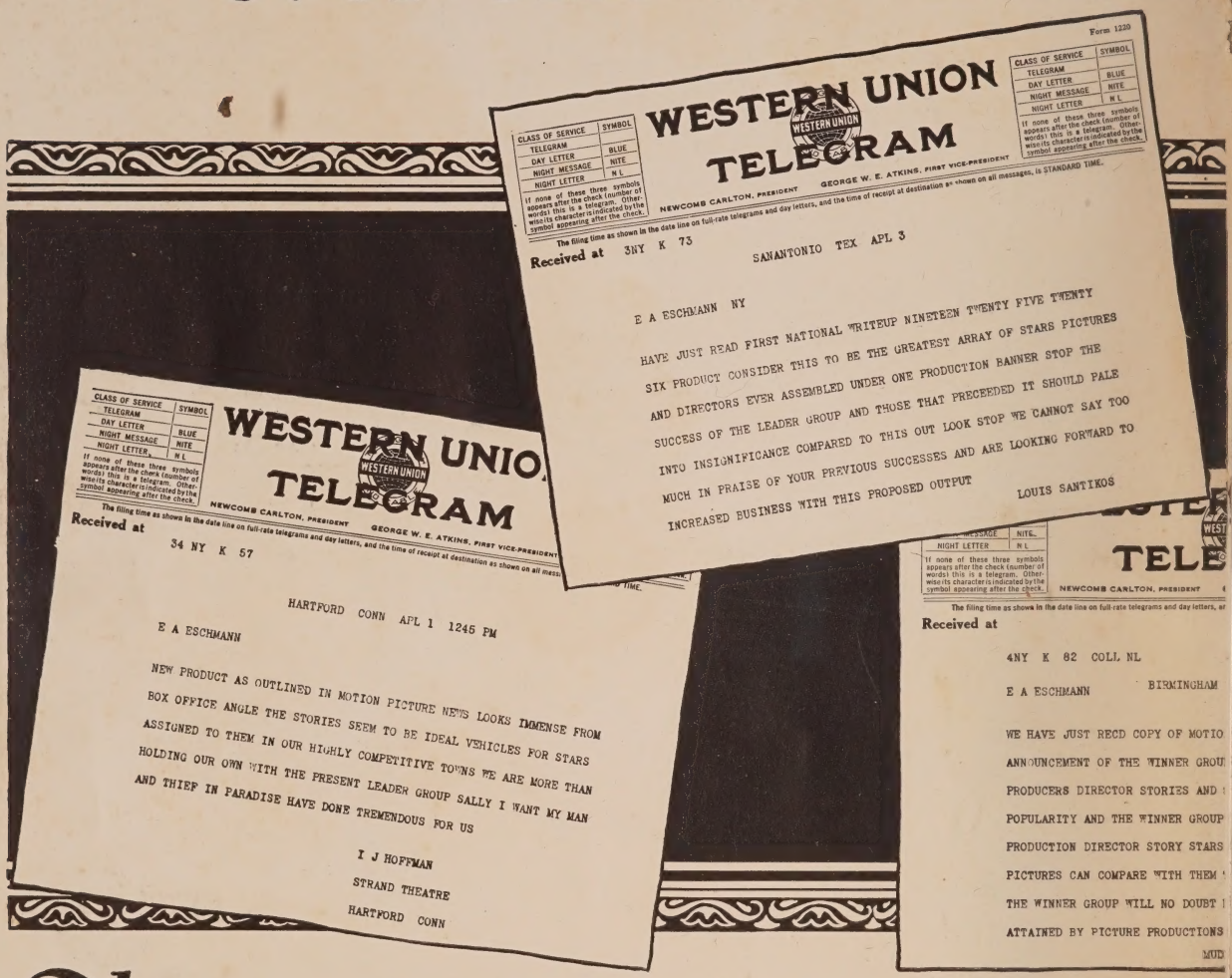
The ***Motion Picture News*** prints, every month, a little section called "The Check-up". Here we find pictures listed with their box office values, as reported by those exhibitors who have ***played them.*** Get that! These are based upon what the picture ***did***—not will do.

They prove that FIRST NATIONAL releases more big money makers than any other company in the business.



Book on PERFORMANCE

"The WINNER GROUP
ever offered exhibi



WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Received at 3NY K 73

SANANTONIO TEX APL 3

E A ESCHMANN NY

HAVE JUST READ FIRST NATIONAL WRITEUP NINETEEN TWENTY FIVE TWENTY SIX PRODUCT CONSIDER THIS TO BE THE GREATEST ARRAY OF STARS PICTURES AND DIRECTORS EVER ASSEMBLED UNDER ONE PRODUCTION BANNER STOP THE SUCCESS OF THE LEADER GROUP AND THOSE THAT PRECEEDED IT SHOULD PALE INTO INSIGNIFICANCE COMPARED TO THIS OUT LOOK STOP WE CANNOT SAY TOO MUCH IN PRAISE OF YOUR PREVIOUS SUCCESSES AND ARE LOOKING FORWARD TO INCREASED BUSINESS WITH THIS PROPOSED OUTPUT

LOUIS SANTIKOS

WESTERN UNION TELEGRAM

Received at 34 NY K 57

HARTFORD CONN APL 1 1245 PM

E A ESCHMANN

NEW PRODUCT AS OUTLINED IN MOTION PICTURE NEWS LOOKS IMMENSE FROM BOX OFFICE ANGLE THE STORIES SEEM TO BE IDEAL VEHICLES FOR STARS ASSIGNED TO THEM IN OUR HIGHLY COMPETITIVE TOWNS WE ARE MORE THAN HOLDING OUR OWN WITH THE PRESENT LEADER GROUP SALLY I WANT MY MAN AND THIEF IN PARADISE HAVE DONE TREMENDOUS FOR US

I J HOFFMAN

STRAND THEATRE

HARTFORD CONN

TELE

NEWCOMB CARLTON, PRESIDENT

Received at

4NY K 82 COLL NL

E A ESCHMANN BIRMINGHAM

WE HAVE JUST RECD COPY OF MOTIO

ANNOUNCEMENT OF THE WINNER GROU

PRODUCERS DIRECTOR STORIES AND

POPULARITY AND THE WINNER GROUP

PRODUCTION DIRECTOR STORY STARS

PICTURES CAN COMPARE WITH THEM

THE WINNER GROUP WILL NO DOUBT

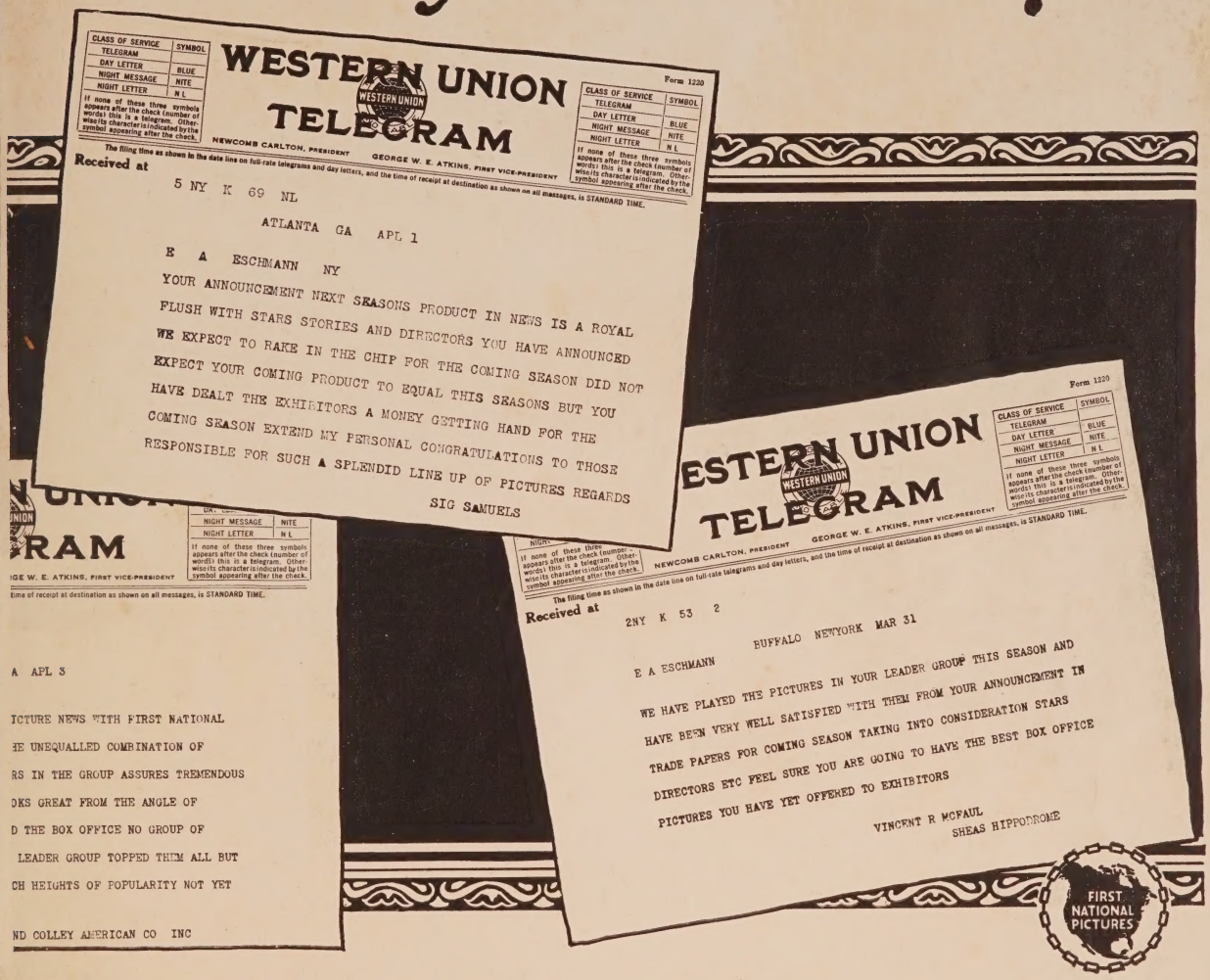
ATTAINED BY PICTURE PRODUCTIONS

MUD

They're Born of PERFO

First Natic

looks like the biggest buy
tors"— say showmen!



WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1220

CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

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5 NY K 69 NL

ATLANTA GA APL 1

E A ESCHMANN NY

YOUR ANNOUNCEMENT NEXT SEASONS PRODUCT IN NEWS IS A ROYAL FLUSH WITH STARS STORIES AND DIRECTORS YOU HAVE ANNOUNCED WE EXPECT TO RAKE IN THE CHIP FOR THE COMING SEASON DID NOT EXPECT YOUR COMING PRODUCT TO EQUAL THIS SEASONS BUT YOU HAVE DEALT THE EXHIBITORS A MONEY GETTING HAND FOR THE COMING SEASON EXTEND MY PERSONAL CONGRATULATIONS TO THOSE RESPONSIBLE FOR SUCH A SPLENDID LINE UP OF PICTURES REGARDS

SIG SAMUELS

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1220

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E A ESCHMANN BUFFALO NEWYORK MAR 31

WE HAVE PLAYED THE PICTURES IN YOUR LEADER GROUP THIS SEASON AND HAVE BEEN VERY WELL SATISFIED WITH THEM FROM YOUR ANNOUNCEMENT IN TRADE PAPERS FOR COMING SEASON TAKING INTO CONSIDERATION STARS DIRECTORS ETC FEEL SURE YOU ARE GOING TO HAVE THE BEST BOX OFFICE PICTURES YOU HAVE YET OFFERED TO EXHIBITORS

VINCENT R MCFAUL
SHEAS HIPPODROME

A APL 3

ICTURE NEWS WITH FIRST NATIONAL
HE UNEQUALLED COMBINATION OF
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OKS GREAT FROM THE ANGLE OF
D THE BOX OFFICE NO GROUP OF
LEADER GROUP TOPPED THEM ALL BUT
CH HEIGHTS OF POPULARITY NOT YET

ND COLLEY AMERICAN CO INC

FIRST NATIONAL PICTURES

RMANCE

nal Pictures *that's why!*

Let PERFORMANCE book!

Let your brain guide you when planning your schedules.

When FIRST NATIONAL promises you the biggest series of money makers in the "Winner Group" this industry has ever seen —bear in mind they have always made good by PERFORMANCE.

Those figures on the first page say more than a thousand pages of sales copy because they report results.

"The WINNER GROUP"

FIRST NATIONAL PICTURES

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The backbone service of the country's finest showmen

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